



The Online Trust Alliance's mission is to develop and advocate best practices that mitigate privacy and security threats to online trust, innovation and the vitality of the digital economy.

As the only global non-profit focused on enhancing online trust with a view of the entire ecosystem, OTA has members representing the private and public sectors. Members include technology and ecommerce leaders, social networks, financial institutions, service providers, government agencies and industry organizations.

OTA Member Benefits

- Empowerment through Collaboration, Training and Education
- Shared Development of Best Practices and Benchmark Reporting
- Visibility into Emerging Public Policy and Industry Standards
- Representation - "A Voice of Reason" with Policy Makers and Regulators
- Shaping and Establishing Voluntary Self-Regulatory Initiatives
- Member-Only Resources, Strategic Guidance and Interactive Discussions

Member Goals

- Enhance Consumer Online Trust and Confidence
- Protect Company Brands and Reputation From Abuse and Cybercrime
- Increase Consumer Choice and Control over Data Security and Privacy
- Accelerate Adoption of Best Practices and Self-Regulation
- Build Leadership among Industry Peers
- Promote Innovation and the Vitality of the Digital Economy

Major Accomplishments and Deliverables

- Annual Online Trust Benchmark Reporting
- Contributions to Public Policy Discussions and Standards
- Creation of "Teachable Moments" Initiatives Increasing Privacy, Safety and Online Trust for Site Visitors
- Development of Voluntary Guidelines and Industry Codes of Conduct
- Global Partnering with Industry, Business and Associations -- Reaching Millions of Their Customers
- Security, Privacy and Data Protection White Papers
- Training Programs, Course Curricula, Events and Webinars

Contact Us

For membership information please email staff@otalliance.org

Call 1-425-455-7400 or visit us on the web at <https://otalliance.org>

Steering Committee and Leading Brands



TrustSphere

